

To: Hart, Daniel[Hart.Daniel@epa.gov]
From: Morin, Jeff
Sent: Wed 8/19/2015 2:27:00 PM
Subject: RE: Weekly web/social media stats (8/10-8/17)

you should have asked me to provide a few basic GKM stats

Jeff Morin
Office of Web Communications
US Environmental Protection Agency
w 202-564-6553

From: Hart, Daniel
Sent: Wednesday, August 19, 2015 10:23 AM
To: Reynolds, Thomas
Cc: Alexander, Geoff; Allen, Laura; Borsellino, Ron; Davis, Jay; Felver, Rachel; Fraser, Scott; Grantham, Nancy; Green, Philip; Gutshall, Renee; Hull, George; Lee, Monica; OWC; Purchia, Liz; Riggs, Sarah; Smiley, Susan; Smith, Roxanne; Social Media CoP; Taylor, Gwendolyn; Web Council; Web Council Support; Dunkin, Ann; Flores, Ray; Ryan, Jini; Slotkin, Ron; Payne, Melissa; Millett, John; Maguire, Megan; Linkins, Samantha
Subject: Weekly web/social media stats (8/10-8/17)

Weekly Web/Social Media Stats

August 10, 2015 thru August 17, 2015

Most-Viewed Pages (Total Page views)

US Environmental Protection Agency	96,279
Do-it-yourself Bed Bug Control: Get Them Out and Keep Them Out	46,740
Emergency Response to August 2015 Release from Gold King Mine	41,363

AirNow	40,371
ENERGY STAR The Simple Choice for Energy Efficiency	40,319
Bed Bugs: Get Them Out and Keep Them Out	30,559
UV Index Envirofacts	29,016
Clean Power Plan for Existing Power Plants	26,148
ENERGY STAR Certified Light Bulbs	25,318
FRS Facility Detail Report	23,968

Social Media Summary

Description	Total	Weekly
Change		
Administrator Twitter followers	23,138	413
Administrator Facebook fans 168	3,894	
EPA Twitter followers 4,434	314,735	
EPA Facebook fans 2,384	165,951	
EPA Google+ fans 4,661	337,576	
EPA YouTube subscribers 8,115	71	
HQ News Release email subscribers 189	122,244	
Go Green email subscribers 86,399	-4	
Public Engagement Highlights subscribers 19	31,117	

Twitter Followers

Account	Followers	Weekly Change
Administrator - @GinaEPA	23,138	413

Main – @EPA	314,735	4,434
Blog – @EPAblog	51,452	201
Live tweeting (only used sporadically) -		
@EPAlive	5,109	9
Spanish - @EPAespanol	10,289	55
Job Openings - @EPAjobs	5,266	23
OW: wetlands, oceans, watersheds	74,714	931
OAR: Clean Air Markets	5,938	648
Research	73,079	883
Indoor airPLUS	3,836	13
EnergyStar	54,249	216
Smart Growth	10,636	33
Watersense	15,194	125
Green Building	32,787	242
Burn Wise	990	1
AIRNow	1,563	20
Energy Star Homes	6,825	65
Energy Star Buildings	15,567	77
Clean Up Tech	775	-3
Green Chill	501	8
Climate Center	2,749	22
Cameron Davis	928	6
EPA Great Lakes	4,970	45
EPA Justice	895	32
Region 1	9,406	34
Region 2	11,349	31
Region 3	9,951	34
Region 4	2,476	8
Region 6	5,159	28
Region 7	1,388	13
Region 8	1,383	42
Region 9	7,775	26
Region 10	1,791	27
Columbia River	2,870	4
OITA All Nations	366	18
EPAland	331	17

Facebook Fans

Page	Fans	Weekly Change
Administrator	3,894	57
Main	165,951	749
Spanish	10,091	38
Water is Worth It	14,441	53
AIRNow	4,231	36
US-Mexico Border Waste Forum	1,145	-1
Energy Star	37,036	161
Clean Air Markets	6,095	8
WaterSense	10,333	28
Design for the Environment	11,852	23
Indoor airPLUS	2,531	-1
EPA Research	1,777	3
Burn Wise	599	1
Housatonic River	390	3

Clean Up Technology	453	2
Scientific Diving Program	1,906	3
Gowanus Canal Group	638	0
Pompton Lakes/DuPont Group	128	5
AMCO Superfund Site	182	0
Selma Superfund Site	49	0
Coeur d'Alene Basin	300	2
American Indian Environmental Office	378	0
Region 1	626	10
Region 2	9,717	11
Region 3	849	21
Region 4	3,700	6
Region 6	13,884	44
Region 7	6,562	17
Region 8	2,609	13
Region 9	14,823	29
Region 10	859	4
Watson Johnson Landfill	54	0

Blogs: Most Popular Posts Across All Blogs

Title	Blog	Page Views
6 Things Every American Should Know About the Clean Power Plan	EPA Connect	1,354
Clean Power Plan: Power Plant Compliance and State Goals	EPA Connect	414
Meaningful Implementation Requires Meaningful Involvement	Environmental Justice in Action	234
Carpet Beetles are Welcome in my House if it Means not Having Bed Bugs!	Greening the Apple	57
What's Next for the Clean Power Plan?	EPA Connect	55
County Health Rankings: A Breath of Fresh Air	Environmental Justice in Action	48
American Innovators are Cracking the Code to Solve Environmental Problems	EPA Connect	48
This Week in EPA Science	It All Starts with Science	40
In Perspective: the Supreme Court's Mercury and Air Toxics Rule Decision	EPA Connect	38

Most-Viewed Videos This Period (YouTube)

Title	Views
RECs: Making Green Power Possible	2,089
The Clean Power Plan Explained by EPA Administrator	952
The Greenhouse Effect	650
Climate Change Basics	554
The Clean Power Plan Protects Our Health & Our Air	431
Foggers Safety. "First, Read the Label"	417
Foggers Safety: Do not use more foggers than necessary	261
EPA Criminal Enforcement: Protecting People and the Environment	254
The Carbon Cycle	198
Foggers Safety: Keep foggers away from ignition sources	195

Most-Viewed Videos of All Time (YouTube)

Title	Date Posted	Total Views
Climate Change Basics	9/14/2012	210,548
The Greenhouse Effect	9/14/2012	193,516

The Carbon Cycle	9/14/2012	91,684
Look Beneath the Surface: Address the Issues	4/15/2012	87,207
Lawn Care Tips 11 min	4/21/2011	42,504
What's An Estuary? Now You Know	9/7/2011	36,041

Split, Stack, Cover, Store: Four Simple Steps...	2/7/2013	32,468
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EPA Region 7 Grant to Help Anhydrous Ammonia Facilities Reduce Releases	1/22/2010	31,486
Climate Change – Wildlife & Wildlands	6/22/2009	27,440

Clean Power Plan Explained	5/30/2014	25,305
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Five Most Recent Videos Posted to Facebook

Title	Reached	Total Views
Curious to know more about how the Clean Power Plan will work?	24,269	4,419
Climate change is not a problem for another generation. Not anymore.	50,505	10,452
Healthy kids and families need clean air to breathe.	44,019	7,721
With climate change, we face a choice between two futures.	191,600	33,298
Clean water is good for your health, your community and businesses too.	9,708	1,718

Pinterest

Average Monthly Viewers: 138,637

Average Monthly Engaged: 1,918

Flickr

View Counts: 14,391

Instagram

Instagram Followers: 3,291

Clicks on links in EPA home page banners: August 10 - August 17, 2015.

BANNER LEAD	LINK	CLICKS
Gold King Mine Response	Read More	2,705

The Clean Power Plan	Read the News Release	851
The Clean Power Plan	Learn More	686
New Climate Change Report	Read the News Release	255
Preparing for Climate Change	Read the News Release	217
The Clean Power Plan	See the Infographic	148
Preparing for Climate Change	Access the Training	120
The Clean Power Plan	Read the Blog Post	97
New Climate Change Report	Learn More	76
Preparing for Climate Change	Learn More	36
TOTAL	5,192	
Total last week	9,550	

Total views of EPA home page, August 10 - August 17: 59,552. Last week: 57,579.